

# GO!

## So What's Next? GO! Phase II

The overall mission of the Greater Omaha Economic Development Partnership (GO!) remains the same – to increase business, investment and employment in the Greater Omaha area. With the investments made in the GO! campaign, we will continue to fine tune existing efforts, develop exciting new initiatives and methodically track our successes.

### Past Success Fuels our Future Growth

#### Industry Targets

Looking ahead, we will leverage our successes to date and continue positioning Greater Omaha as the best place to do business among our targeted industries. This will be accomplished through advertising, marketing communications, public relations and a host of other focused strategies.

In addition, we will build on the great foundation of work already established by the Target Advisory Groups (TAGs) including:

- Establishing Offutt Air Force Base as the most significant military installation outside the Pentagon by continuing our **advocacy efforts for military missions** and leveraging the private land adjacent to the base in support of this effort.
- Building a solid relationship with the National Science Foundation which, in part, matches “orphaned” technologies with the appropriate entrepreneurial expertise to cultivate successful business ventures. Future plans include expanding these efforts to create a more **robust ecosystem for entrepreneurship and innovation**.

#### Promoting the Region through the GO! Partnership

Our concept of partnering with regional economic development organizations to eliminate the boundaries of city limits and county lines, along with the recent Nebraska Advantage incentive legislation, have us uniquely positioned for further dynamic growth. We will continue to seek out regional partners to help market the Greater Omaha area as well as to help close more deals. Providing this type of one-stop service with a strong, unified regional message will provide a competitive advantage for further growth and expansion to include:

- Being a catalyst for community discussions on “**land bank**” opportunities to support large development projects.
- Soliciting other area communities to join our **regional marketing effort for targeted industries** such as insurance, military, retail and technology to help increase jobs and investments in the Greater Omaha area.

#### Intentional Relationship Building and Messaging

Personal contact at the appropriate level will remain a central focus. In addition, we will leverage leading-edge technology to assist us with targeted messages regarding Greater Omaha to identified target audiences. For example:

- We will increase emphasis on Omaha “place branding” in our marketing efforts to **attract and retain talent**.
- Our message will be expanded internationally with **several language translations** added to our Web site, [www.SelectGreaterOmaha.com](http://www.SelectGreaterOmaha.com).
- Personalized headquarter visits will have the additional tool of the new **Nebraska Advantage Super Tier business incentives**.

#### Data-Driven Decision Making

We will continue to use solid data to drive our strategy and provide clients with the best information available to make informed decisions about the area. By coupling this with a more robust Web site and developing more e-marketing strategies, we will extend our messaging to a new level including:

- Providing clients information on **green practices and expertise** whenever possible to offer a more complete picture of the area’s advantages.
- Using technology and stronger **business surveillance tools** to track business targets and leverage personal relationships. For example, a six degrees of separation database will assist in focusing resources to their fullest advantage.

